

March 25 15:30~17:00

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Bldg.#23 Innovation and Design Studio

Advanced Workshop

## Omihiro Matsushita

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Omihiro Matsushita specializes in design methodologies to enhance students' creative thinking and in teaching English as a foreign language to future global engineers. He teaches English through a content-based approach. He works to create student-centered learning environments where language learning is a fun and engaging experience. In his current role, he also emphasizes the application of the Design Thinking approach into practical engineering education in order to accelerate students' conceiving and designing processes to explore new opportunities for more complex problem-solving. Additionally, he is engaged in creating co-creative learning environment where students' activities include communication, collaboration, creation, and cross-culture in global settings. He earned his Master's Degree in Teaching English to Speakers of Other Languages (TESOL) from Saint Michael's College in the U.S.A. (2003), and holds a Master of Design Methods Degree from the Institute of Design, Illinois Institute of Technology in the U.S.A. (2012).

### *Introduction to Design Thinking: Reframing Problems into Opportunities*

In this introductory Design Thinking workshop, participants will experience the Design Thinking approach and will cultivate an innovative mindset through interactive activities. The activities are organized in three main phases: Empathy, Ideation, and Prototyping phases. In the empathy phase, participants will interview a partner about their experiences traveling to or around Kanazawa to gain useful insights. This helps the participant empathize with the partner to discern any unmet needs and define the design challenge. Then, participants will brainstorm potential solutions for the partner in the Ideation phase. Finally, participants will make quick, rough prototypes to test the ideas. Participants will learn to make their ideas tangible in order to help their partner reframe their view and gain a better understanding of the challenge at hand. Lastly, partners will work together to better meet the need.

Design Thinking is a great tool for problem-solving and finding opportunities. It complements CDIO by reinforcing the Conceiving and the Designing Phases in particular.

For those who have had no prior experience with the Designing Thinking approach, this workshop promises to be a fun, interactive crash course to experience the Design Thinking approach first-hand. Come join us to Collaborate, Delight, Inspire, and Open your mind!